DOCUMENT RESUME

ED 095 920 52 IR 001 105

TITLE A Survey of the Attitudes, Opinions and Behavior of Citizens of Colorado with Regard to Library Services. Volume Three: Adult Non-Student Summary.

INSTITUTION Colorado Market Research Services, Inc., Denver.

SPONS AGENCY Bureau of Libraries and Educational Technology (DHEW/OE), Washington, D.C.; Colorado State Library, Denver.

PUB DATE Aug 74

NOTE 55p.; For a related document see ED 089 705

EDRS PRICE MF-$0.75 HC-$3.15 PLUS POSTAGE

DESCRIPTORS *Adults; Attitudes; *Information Needs; Interviews; *Library Services; *Library Surveys; Public Libraries; *State Surveys; Tables (Data); Use Studies

IDENTIFIERS *Colorado

ABSTRACT

As part of a larger state survey of public attitudes toward libraries in Colorado, conducted in 1973, this report presents data gathered from interviews with a sample of Colorado adults who are not currently enrolled in any program of formal education. The initial section of this report deals with how often, how, and why nonstudents use all types of libraries. The next section concerns adult nonstudents' evaluations of local libraries available to them. Section 3 centers on specific public library services, including a number of proposed services, which are examined for perceptions of availability, use, or potential usefulness to these adults. The following section deals with attitudes toward libraries in general, including likes and dislikes. The final section reports findings on types of information which nonstudent Coloradans feel are useful or desirable to have available, as well as their tendency to use a library for any of their information needs on a particular topic. (Author/SL)

ED 095920

A SURVEY OF THE ATTITUDES, OPINIONS AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

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Volume 3

ADULT NON-STUDENT SUMMARY

IR 001 103

Colorado State Library

ED 095920

A SURVEY OF THE ATTITUDES, OPINIONS AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

VOLUME THREE

ADULT NON-STUDENT SUMMARY

Prepared for:

COLORADO STATE LIBRARY

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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This survey was designed, administered and reported by Colorado Market Research Services, Inc. Any interpretations of data are solely those of Colorado Market Research Services, Inc.

This survey was made possible by funding under Library Services and Construction Act, Title I.

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INTRODUCTION TO THE PROJECT

The following report, the third volume of a five part series, is based on a survey designed to reflect the opinions and attitudes of the people of Colorado with regard to the libraries in the state. The overall objective of the survey was to aid the Advisory Committee of the Colorado Council for Library Development in their revision of the Colorado Plan for Library Development by providing the opinions, attitudes and reported behavior of the citizens of the state concerning information needs and libraries. Of particular interest were the following general topics:

* The information needs of the people of Colorado
* Usage and non-usage of library services in the state
* Availability and evaluations of public libraries and particular library services, either currently existing or proposed
* General attitudes toward libraries and the purposes the people of Colorado feel libraries should have

Personally interviewed during the course of the study was a base sample of 804 Coloradans across the state, supplemented by 102 additional interviews in the area of the Western Slope regional systems and an additional 100 interviews with secondary school and college students in the state. These supplements to the base sample were conducted in order to provide larger subsamples of students and the general population in the Western Slope areas, where a pure probability sample would yield too few respondents for reasonable analysis. Supplemental interviews are used only in the analysis of these sub-groups and are not included in the statewide totals, due to the bias that would occur.

In total, 1,006 personal interviews were conducted with a cross-section of the state's population according to an area probability sample. These interviews were conducted between July 12th and August 22nd, 1973. Technical details of the sampling, questionnaire, tabulation and written reports appear in the Technical Appendix, under separate cover.

INTRODUCTION TO THE ADULT, NON-STUDENT SUMMARY

The following report is prepared to examine the reactions and responses of Colorado adults who are currently not enrolled in any program of formal education. Tables included in this volume are similar to those presented in the general statewide summary (Volume I) but reflect only responses of adult non-students in the sample and occasionally the responses of college or secondary school students for comparison.

The initial section of this report deals with non-student usage of libraries of all types -- public, secondary school, college, and private or special libraries. Primary emphasis is on the different types of libraries used by non-students, how they are used, and in some cases, why particular libraries are not used.

The next section concerns adult non-students' evaluations of local libraries available to them. Section Three centers on specific public library services -- including a number of proposed services -- which are examined for perceptions of availability, use, or potential usefulness to these adults.

The section that follows deals with attitudes toward libraries in general, including likes and dislikes. The last section reports the findings with regard to the types of information which non-student Coloradans feel are useful or desirable to have available, as well as their tendency to use a library for any of their information needs on a particular topic.

At this point the reader should keep in mind the population distribution in the state, upon which the sample and these current analyses are based. Table INTRO - 1 shows the distribution of the state's population among the current regional systems of the state library. A majority of the state's population resides in the Central System, including mainly the Denver-Boulder metropolitan area and a few, less-populated surrounding counties. Other sizable proportions of the state's population reside in the Plains and Peaks System (including the Colorado Springs metropolitan area), and the Arkansas Valley System (including Pueblo and numerous southeastern counties) and the High Plains System (with Fort Collins, Greeley, and a broad area of northeastern Colorado).

The three Western Slope Systems -- Three Rivers in the northwest, Pathfinder in the central-west, and Southwest -- together represent a population approximately equal to any one of the eastern systems with the exception of the Central System. Since each of these small systems would yield so few interviews in the basic area probability sample, additional interviews were obtained for use in the regional analyses.

TABLE INTRO - 1

POPULATION AND SURVEY SAMPLING OF THE REGIONAL LIBRARY SYSTEMS DESIGNATED BY THE COLORADO STATE LIBRARY

REGIONAL SYSTEM	COLORADO POPULATION (% 1970)	NUMBER IN STATEWIDE SAMPLE	PERCENT OF STATEWIDE SAMPLE (%)	GEOGRAPHIC OVERWEIGHT	TOTAL INTERVIEW OBTAINED (%)
Central	56.3	452	56.2	-	452
Plains & Peaks	11.3	89	11.1	-	89
Arkansas Valley	10.4	85	10.6	-	85
High Plains	11.2	90	11.2	-	90
Three Rivers	2.9	25	3.1	36	61
Pathfinder	4.5	34	4.2	31	65
Southwest	3.4	29	3.6	35	64
	100.0	804	100.0	102	906

TABLE INTRO - 2

STUDENT STATUS OF COLORADO POPULATION (13 AND OVER) AND SURVEY SAMPLE

	COLORADO POPULATION (%)	NUMBER IN STATEWIDE SAMPLE	PERCENT OF STATEWIDE SAMPLE (%)	STUDENT OVERWEIGHT	TOTAL (%)
OUT OF SCHOOL	83.3	650	80.9	-	650
SECONDARY SCHOOL STUDENTS	11.0	112	13.9	44	156
COLLEGE STUDENTS	5.2	42	5.2	56	98
	100.0	804	100.0	100	904

One additional aspect of the survey should be discussed at this point. In the original design, it was assumed that status as a student would have a major influence in library usage and information needs. The sample was designed, therefore, to obtain appropriate proportions of secondary school students, college students and non-students. Based on available information, Table INTRO - 2 shows the student status of that portion of the state's population which is 13 years of age or older.

As was the case with the Western Slope Systems, the student sample was supplemented to include an additional 100 interviews with students, distributed according to population across the state. A detailed analysis of students is contained in Volume 2 of this series.

This current report is based on the portion of the base sample of the state's teen and adult population which is no longer enrolled in a secondary school, junior college, college or university. The results and calculations apply to this population as a whole, and hence use neither the supplemental interviews collected in the Western Slope region nor, of course, any interviews conducted with students either in the base sample or in the supplement to the student sample.

In total, this volume is based on the responses of 650 non-student Coloradans across the state, based on population. The geographic distribution of these Coloradans is indicated in Table INTRO - 3, with census data for comparison.

TABLE INTRO - 3

NON-STUDENT SUB-SAMPLE
IN STATEWIDE SURVEY BY REGIONAL SYSTEM

REGIONAL SYSTEM	COLORADO POPULATION (% 1970)	TOTAL NON-STUDENT ADULT (N)	ADULT NON-STUDENT (%)
Central	56.3	372	57.2
Plains & Peaks	11.3	76	11.7
Arkansas Valley	10.4	70	10.8
High Plains	11.2	62	9.5
Three Rivers	2.9	21	3.2
Pathfinder	4.5	25	3.8
Southwest	3.4	25	3.8
	100.0	651	100.0

Tables INTRO - 4 and INTRO - 5 further describe the non-student sample in terms of sex, yearly household income, occupation of household head, racial or ethnic group, age and last grade in school.

TABLE INTRO - 4

DEMOGRAPHIC PROFILE OF STUDENT AND NON-STUDENT SUB-SAMPLES

	SECONDARY SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)	ADULT NON-STUDENTS (%)
SEX: Male	62	45	45
Female	38	55	55
	100	100	100
YEARLY HOUSEHOLD INCOME:			
Under $ 5,000	11	11	16
$ 5.000 - $11,999	33	32	42
$12,000 - $15,999	18	23	20
Over $16,000	20	30	14
Refused	18	4	8
	100	100	100
OCCUPATION OF HOUSEHOLD HEAD:			
Business/Professional	9	15	7
Sub-Professional	17	28	20
White Collar	20	20	15
Blue Collar	22	14	27
Semi-Skilled	18	8	15
Unskilled	7	5	10
Other/Refused	7	10	6
	100	100	100
RACIAL ETHNIC:			
White Anglo	87	90	86
Spanish	10	5	11
Black	2	3	2
American Indian/Other	1	2	1
	100	100	100

TABLE INTRO - 5

EDUCATIONAL LEVEL AND AGE OF
ADULT NON-STUDENT SUB-SAMPLE

	ADULT NON-STUDENT (%)
AGE:	
13 - 17	*
18 - 24	14
25 - 34	23
35 - 44	20
45 - 54	16
55 - 64	14
65 & Up	13
	100

* LESS THAN .5%

	ADULT NON-STUDENT (%)
LAST GRADE IN SCHOOL:	
1 - 8 (Grade School)	12
9 - 11 (Some High School)	13
12 (High School Grad)	36
13 - 15 (Some College or Technical School)	19
16 (College Grad)	11
16+ (Post Grad)	8
Refused	*
	100

I LIBRARY USAGE BY COLORADO ADULT NON-STUDENTS

A. Frequency of Usage by Types of Libraries

The various types of libraries across the state can be grouped into one of four classifications, as was done in the design of this study. First, there are the public libraries, supported by public funds and providing free services to all residents of a community. Public and private secondary school libraries are another category in that their primary duty is to provide service to their students and faculty, as also do the public or private college and university libraries.

The fourth category, called special libraries, includes all other collections of library materials administered as a library. This category includes the private collections of corporations; federal, state and local governmental agencies; and organizations such as churches and clubs. Access to such collections is usually limited and such libraries may be geared to particular topic areas. Table I - 1 presents the results of a series of questions asked of these respondents concerning their usage of various types of libraries.

About half of the Colorado adults who are not enrolled in formal education use public libraries at least yearly. As noted in previous volumes, non-student usage of such facilities is considerably below than for students enrolled in either secondary schools or colleges. Few adults -- less than one in twenty -- use secondary school libraries, with the exceptions being faculty and staff of the school themselves, or occasional usage by parents through their children. College and special libraries are used by slightly more than one-tenth of this adult sample.

Table II - 2 explores that portion of Colorado adults who report using each of the four types of libraries in terms of some selected demographic characteristics. For example, 49% of these non-students reported at least yearly usage of public libraries. For male non-students, this proportion was 42%, as compared to 55% of female non-students. Thus, adult women are slightly more likely to use public libraries, as are the young and middle aged, and parents.

Different rates of usage of public libraries are most dramatic when examined by the educational level of these adults. Of those who did not graduate from high school, only one in five reports usage at least yearly. Among high school graduates, usage approaches the average. Those with some college experience and college graduates are three to three-and-a-half times more likely to use a public library than those who did not complete high school.

TABLE I - 1

OVERALL FREQUENCY OF USAGE FOR TYPES OF LIBRARIES
BY NON-STUDENTS

	PUBLIC LIBRARY (%)	SECONDARY SCHOOL LIBRARY (%)	COLLEGE LIBRARY (%)	SPECIAL LIBRARY (%)
ADULT NON-STUDENTS:				
USE LESS THAN ONCE A YEAR	51	96	89	87
USE: 1 - 3/year	13	1	4	4
4 - 6/year	10	*	2	2
monthly	13	1	2	3
2 - 3/month	7	*	*	1
more than 3/month	6	2	2	3
	100	100	100	100

* LESS THAN .5%

TABLE I - 2

ADULT NON-STUDENT USAGE (AVERAGE OF AT LEAST ONCE A YEAR)
OF FOUR TYPES OF LIBRARIES: BY SELECTED
DEMOGRAPHIC CHARACTERISTICS

	USE PUBLIC LIBRARY (%)	USE SECONDARY SCHOOL LIBRARY (%)	USE COLLEGE LIBRARY (%)	USE SPECIAL LIBRARY (%)
ALL NON-STUDENT ADULTS	49	4	11	13
SEX: Male	42	4	14	18
Female	55	4	8	9
AGE: 13 - 34	57	4	15	13
35 - 54	54	6	9	15
55 & up	31	3	7	10
EDUCATIONAL LEVEL:				
Less than High School Grad	22	1	1	4
High School Graduate	47	1	3	12
Some College/Technical	61	6	12	16
College Grad, Post Grad	77	14	37	23
CHILDREN IN HOUSEHOLD: (Under 18)				
None	40	3	10	12
One	56	5	10	14
Two - Three	59	6	11	15
Four or more	59	4	15	11

Usage of secondary school libraries by adults is very low, as discussed previously. College libraries are used more frequently by non-student men, the younger adults, and those who have attended a college. Similarly, special libraries are more likely to be used by men, and the college educated, but usage varies less by age in this instance.

B. Adult Usage of Public Libraries

Table I - 3 presents the answer to a question asked of adult non-students concerning any usage of public libraries since they ended their formal education. By a margin of two-to-one Colorado adults mention using public libraries, but these data underscore the relationship between enrollment in an educational program and public library usage.

Over a third of the adult population has not used a public library since leaving school. An additional one-sixth have, but less frequently than once a year. Among the adults of Colorado who use a public library at least yearly, about half do so on the average of less than once a month and half report monthly or more frequent usage.

TABLE I - 3

SINCE YOU HAVE BEEN OUT OF SCHOOL, HAVE YOU USED THE SERVICES OF A PUBLIC LIBRARY IN COLORADO?

	ADULT NON-STUDENT (%)		ADULT NON-STUDENT (%)
Yes	65	Not used public library since out of school	35
No	35	Used, but less frequently than once a year	16
	100	Library User (at least once a year, on the average)	49
			100

Adult users of public libraries cite circulation as the most commonly used service with facilities for reference being mentioned about half as often. This is a somewhat different service emphasis than that mentioned by students, for whom reference service was mentioned with a frequency equal to circulation. Adults also more frequently report using some of the non-information services of the library, such as photocopy facilities, and also childrens' collections for their families' use.

Adult non-students who did not use a public library were asked for their reasons in discussion form, and answers centered around lack of salience -- or simply never thinking about libraries -- as well as lack of time due to various competing activities. This latter point is regarded in this analysis as a re-statement of the lack of salience. At much lower rates, the problems of transportation and lack of orientation to print media (which is presumed to be what the library contains) are mentioned.

In direct questioning, a number of projected reasons were presented to these adult non-users and the results appear in Table I - 4. These results parallel the statements made in the preceding discussion questions, to the extent that lack of salience and competing activities are mentioned by a majority of these non-users, as well as lack of interest in print media.

Among adult non-users, as was the case with college students, there is some preference for purchasing materials, and just under two-fifths of these adults felt that library had little to offer them. Procedural problems as a reason for non-use, were cited by just under a quarter. Other less frequently mentioned reasons for non-use centered around distance and transportation, usage of other libraries rather than public, and the individual's physical condition. Neither hours nor staff were felt to pose barriers to many adults.

In summary, the primary barriers to library use among adults are not physical, in terms of distance or time. The major factor is the lack of salience among non-users and simply not having the "library habit."

Some non-users feel that the library has little to offer them. The use of other-than-print information, at least for entertainment, has further reinforced the belief that libraries offer little, due to the association of the library as offering mainly or exclusively printed matter. (Remember, however, that about two-thirds of those whose responses appear in Table I - 4 have not been to a public library since they ended their schooling.)

TABLE I - 4

PROJECTED REASONS FOR NOT USING PUBLIC LIBRARY: AMONG ADULT NON-STUDENTS WHO USE PUBLIC LIBRARY LESS THAN ONCE A YEAR ON THE AVERAGE

	APPLIES	DOES NOT APPLY	DON'T KNOW	TOTAL
I don't ever think of going to the library ..... %	55	43	2	100
I do very little reading ..... %	52	47	1	100
I'm usually too busy to use a library ..... %	52	46	2	100
I'd rather buy materials than borrow them ..... %	46	51	3	100
There isn't much at the library that I need or want ..... %	37	53	10	100
I just don't like using a library due to all the problems like finding things, bringing them back, and paying fines ..... %	23	74	2	100
The library is just too far away for me to use ..... %	16	79	5	100
I use a library other than the public library ..... %	14	84	2	100
Transportation to the library is a problem for me ..... %	14	85	1	100
Due to my physical condition, it is difficult for me to use the library ..... %	9	90	1	100
The hours the library are open are not convenient for me ..... %	6	73	21	100
The people at the library are not helpful ..... %	1	73	26	100

Two other factors also emerge which are basically unrelated to this lack of salience of public libraries and what they contain. One is the use of another library for information needs, which applies to a relatively small proportion of non-users. The other is the tendency to purchase materials in preference to borrowing them, which would be a function of either higher income or lack of desire for exposure to extensive collections.

C. Usage of Secondary School and College Libraries by Adult Non-Students

For Colorado adults, usage of secondary school libraries is primarily among the faculty and staff of these institutions, and only occasionally among parents who may use the school library through their children. Adult uses of secondary school libraries center around the reference function, and to a lesser extent, circulation.

Adult non-student usage of college libraries is somewhat higher, and also includes usage by the staff of the institutions. In addition, there are apparently a number of non-student, non-staff users who consult college libraries primarily for research, with little or no usage of the circulation function. The adults use the college library for its work atmosphere and also some leisure reading or browsing within the library. They are chiefly individuals with some college background, who may feel at home in the college library atmosphere and are knowledgable in library services to the point of "helping themselves" to services short of circulation.

Neither type of school library, however, provides a great deal of services to the general public, but rather to the staff of the institution or, in the case of college libraries, a well-educated and knowledgable group who use the more extensive research and reference collections available there.

D. Non-Students Usage of Special or Private Libraries

A similar pattern of usage and users applies to non-students who use the special or private collections. As was the case in college libraries, the users of special libraries have generally higher-than-average formal education and mention reference and research as the primary modes of usage.

The tendency for users to be more highly educated is weaker in this case, and users of such libraries are not likely to be the younger adults. This effect is possibly due to the divergent types of libraries classified as special, which includes the highly technical corporate and governmental libraries as well as those of churches, clubs or other organizations whose collections might require less specialized education to be of interest to the individual.

Again, usage of such special libraries is much less common than public library usage, and only about one-tenth of the non-student adults claim use at least yearly.

E. The Importance of Selected Factors in Library Usage Among Adult Non-Students

Adults who used any of the four types of libraries were asked about the importance to them of each of the factors listed in Table I - 5 in their library usage. As was the case with students, a broad and varied collection was most often mentioned as "very important." Availability of a helpful staff, convenient hours and depth of collection were likewise of higher relative importance than procedures, physical access or surroundings.

TABLE I - 5

RATINGS OF IMPORTANCE OF SELECTED FACTORS IN LIBRARY USAGE BY ADULT NON-STUDENTS WHO USE A LIBRARY

	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT	DON'T KNOW	TOTAL
Having a broad collection on a variety of topics ..... %	55	37	7	1	100
Having people available and willing to help you find whatever you need ..... %	46	45	8	1	100
Convenient hours ..... %	42	52	5	1	100
Having a lot of materials on a single topic of interest to you ..... %	41	48	10	1	100
Simple procedures for checking out and returning materials ..... %	33	58	8	1	100
Ease of getting to and from the library . %	36	44	19	1	100
Pleasing surrounding and comfortable atmosphere ..... %	27	56	16	1	100

With minor variations in emphasis, this is the same pattern exhibited by students. Having a broad collection, accessible in terms of convenient hours and the knowledge to find what is needed (supplied or supplemented by library staff) is the core need of adults in terms of library services. Other factors such as physical access or procedural ease become important only if the core need is fulfilled, and attractive facilities are somewhat more marginal in importance.

Non-student users of libraries were also asked to volunteer additional factors which they felt were important, and the most frequently cited pertained to ease of self-use. The emphasis placed on this factor was not equal to that of college students, perhaps indicating a lower average library skill among non-students, but comparable to that of secondary school students.

In summary, what non-student users seek in a library centers around the collection and knowledge of its contents. Without the knowledge of what is available, ease of physical access and simple procedures would have little attraction.

II ADULT NON-STUDENT EVALUATIONS OF LOCAL PUBLIC LIBRARIES

In this section, attention is focused on public libraries specifically, and these adults were asked a series of questions on the local library which served them. In cases in which they were served by a branch library, they were asked to rate services based on the branch and its supplementary services from the main library.

A. Knowledge of Public Library Services Available

As a preliminary to the questioning on the local branch, respondents were asked first if they knew the general location of a public library available to them. Those who reported that they did not were asked about any library -- perhaps outside their immediate community -- available to them. The results of these questions appear in Table II - 1.

TABLE II - 1

KNOWLEDGE OF LOCAL PUBLIC LIBRARY AVAILABILITY

Q. Do you know the location of the nearest public library that is available to you and your family - either a main library or a branch library?

(IF NO)
Do you know of a public library anywhere in this area that you and your family could use?

	STUDENT STATUS		
	SECONDARY SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)	ADULT NON-STUDENTS (%)
KNOW LOCATION	93	89	88
KNOW OF ONE IN AREA	3	7	5
DO NOT KNOW OF ANY PUBLIC LIBRARY AVAILABLE	4	4	7
	100	100	100

Eighty-eight percent reported knowing of the local library, while an additional five percent knew of one available to them. Seven percent of the adult non-students, however, did not know the location of a public library to serve them, or about one in fourteen Coloradans. Part of this is due to new arrivals in Colorado who may not yet be familiar with their community. For some Coloradans, however, their lack of knowledge may reflect a lack of interest or use. Those who were unfamiliar with local service contain notably higher proportions of lower income families with lower educational levels, and the older citizens of Colorado.

Adults who could not recall the general locations of their public library were not asked further questions about it and are not represented in the subsequent tables of this section, since they would presumably be unable to answer more specific questions.

B. Distance from the Public Library

Adult non-students who reportedly knew the location of their public library were asked to estimate the distance from their homes to the library, and also to express their own judgement as to how much of a difficulty getting to the library would pose to them. Roughly three in five respondents reported having the library within two miles of their home. An additional thirty percent reported the library at a distance of more than two but less than five miles. Only one in ten felt that the nearest available library service was at a distance of over five miles. It seems that physical distances of the sort mentioned here should pose a barrier to few adults.

In their subjective judgements of the difficulty or ease of getting to a public library, seven out of ten non-student adults felt it would be "very easy", and another eighteen percent termed the effort "somewhat easy." For all except the isolated, and perhaps the elderly and some younger students, there are few physical barriers involved in not using public libraries.

C. Ratings of Local Public Libraries

Adults familiar with local public libraries available for their use were asked a series of questions concerning this local service. The judgements of these individuals are based on their own personal experience and what they have heard or read about local service.

TABLE II - 2

PERCEPTIONS OF DISTANCE TO NEAREST PUBLIC LIBRARY AND EASE OF GETTING THERE BY STUDENT STATUS

	STUDENT STATUS		
	SECONDARY SCHOOL STUDENT	COLLEGE STUDENT	ADULT NON-STUDENT
ESTIMATE OF DISTANCE TO NEAREST PUBLIC LIBRARY:			
Less than 1 mile	40	33	36
1 - 2 miles	24	22	24
2 - 3 miles	17	22	16
3 - 5 miles	11	14	15
5 - 10 miles	5	8	7
10 - 20 miles	3	1	2
Over 20 miles	-	-	*
	100	100	100
SUBJECTIVE JUDGEMENT ON EASE OF GETTING TO NEAREST PUBLIC LIBRARY:			
Very difficult	3	-	2
Somewhat difficult	8	4	8
Somewhat easy	30	26	18
Very easy	58	70	71
Don't know	1	-	1
	100	100	100

* LESS THAN .5%

Table II - 3 shows the overall rating given by Colorado adults to the local public library services available to them. In the upper portion of the table the results are given, including seventeen percent of the adults who declined judgements on the question, presumably due to lack of familiarity with the local public library. The lower portion of that table presents the same data, this time based only on those who felt able to express a judgement. The adjusted data are primarily to facilitate comparisons.

In the base ratings presented in Table II - 3, a majority of adults would rate their local service as "excellent" or "very good." Only nine percent would say "fair" or "poor." These generally favorable ratings are parallel to those given by secondary school students, the major difference being the higher proportion of adults who felt unable to form a judgement. College students, as noted in previous volumes, were more critical of local offerings.

Table II - 4 shows adult ratings of local public libraries on a wide variety of factors, reported in adjusted form -- from the proportion which responded. The proportion of non-students who could not state an opinion is presented in parentheses to the right of the ratings.

Staff and physical facilities receive generally high ratings from non-students, while students generally agree on the adequacy of these factors in local service. The public library is also rated about average for ease of physical access by adults, and few are critical of the collections for children or library procedures.

Although a majority rate their local library as being good for students or offering a wide selection of materials, there are also a number of adults who feel these aspects are only "fair" or "poor." The factors of convenient hours and variety of services other than circulation of books likewise have less favorable ratings, as well as the interest of the collection to the individual adult.

In terms of what adult users of libraries felt to be of greater relative importance in library usage (reported in the previous section), only the staff receives higher than average ratings. With this exception, those aspects of library services considered of less importance -- namely the ease of physical access and the building -- are the ones which receive the highest ratings. The most important aspects of library service to adults -- broad collections and convenient hours -- are given relatively lower ratings. What might be considered the most important factor, having materials of interest to the individual, receives much lower than average ratings.

However, a good proportion of the adults must not have first-hand knowledge of what the library contains, and thus are in a poor position to say whether or not it has a broad collection or one of interest to them personally.

TABLE II - 3

OVERALL RATING OF NEAREST PUBLIC LIBRARY

	STUDENT STATUS		
	SECONDARY SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)	ADULT NON-STUDENTS (%)
BASE RATING:			
Excellent	19	9	20
Very Good	47	26	31
Good	21	32	23
Fair	7	14	8
Poor	2	5	1
Don't know	4	14	17
	100	100	100
ADJUSTED RATING:			
Excellent	20	10	24
Very good	49	31	37
Good	22	37	28
Fair	7	16	10
Poor	2	6	1
	100	100	100

TABLE II - 4

ADULT NON-STUDENTS RATINGS OF NEAREST PUBLIC LIBRARY
(AMONG THOSE WHO KNOW THE LOCATION)

ADJUSTED RATINGS:	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NON-RESPONSE*	TOTAL
Having a courteous and helpful staff ...%	29	41	25	4	1	(25)	100
Having an attractive and comfortable building .....%	28	37	26	7	2	(14)	100
Being nearby and easy to get to .....%	26	37	30	5	2	(8)	100
Having a good selection of materials for children .....%	21	40	33	4	2	(33)	100
Overall rating.....%	24	37	28	10	1	(17)	100
Being easy to use in terms of procedures..%	18	41	37	3	1	(29)	100
Being a good library for students .....%	19	39	28	11	3	(28)	100
Having a wide selection of materials .....%	17	39	27	14	3	(26)	100
Being open during convenient hours ....%	15	38	36	8	3	(23)	100
Offering a variety of services besides lending books .....%	17	36	32	9	6	(47)	100
Having a good collection of materials that would interest me .....%	15	38	31	10	6	(29)	100

* PROPORTION OF ELIGIBLE RESPONDENTS DECLINING JUDGEMENT

D. Judgements on the Adequacy of the Local Public Library

Table II - 5 shows the responses of adult non-students to the question on adequacy of the local public library for the community. Roughly one-quarter of these adults did not feel they could judge the adequacy of the local library. Among those who could, the library was felt adequate by a margin of slightly less than two-to-one. Those adults who felt local service inadequate were further asked for their suggestions for improvements, and these centered around a generally wider collection and general expansion of services. Comments from a number of these adults were vague and indicate a lack of knowledge of what the library contains. A frequent basis for the comment of inadequacy was second-hand information or the exterior appearance of the library (with which a non-user would be most familiar.)

TABLE II - 5

JUDGEMENTS ON ADEQUACY OF LOCAL PUBLIC LIBRARY

Q. In general, do you feel that this library is adequate for the community or that it needs improvements?

	----------STUDENT STATUS----------		
	SECONDARY SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)	ADULT NON-STUDENT (%)
BASE RESPONSES:			
Adequate	78	51	49
Needs improvement	17	33	27
Don't know	5	16	24
	100	100	100
ADJUSTED RESPONSES:			
Adequate	82	61	64
Needs improvement	18	39	36
	100	100	100

Still, among users, suggestions for improving the breadth of collection and expanding of informational services available was a frequent comment. Few suggested improvements were directed at staff, procedures, atmosphere, or the collections for children. Other occurring suggestions, although voiced by few, related to some extention of hours, up-dating materials, more branch service and better physical access. None of these, however, was mentioned by a significant proportion of the statewide adult sample.

III USAGE AND POTENTIAL USAGE OF SELECTED PUBLIC LIBRARY SERVICES

All adult non-students were asked a series of questions on a number of specific services, some available at practically any public library, others at only a few and still others which were rarely, if ever, available. The basic question was as follows:

> Q. Public libraries offer a number of different services in different areas. I would like to read you a list of services provided by some libraries and ask you whether or not these are available in your area. The first one is: _____. Do you know if this service is available at your local library? (IF AVAILABLE): Have you ever used this services at your local library?

Table III - 1 shows the responses to this question of availability. Remember that the responses given here are a reflection of these adults' perceptions of availability, rather than the fact of whether or not the service is available. Those services listed in this table are relatively common public library services, but can vary in actual availability in local libraries as well as perceived availability.

In the first column of the table is the proportion of the non-students which reported that the service was available at their local library, and that they had used it at some time. The second column gives the proportion who also believe the service to be available, but who had not used it. The third column is the total of the preceding two, or the total proportion which believe the service is available.

Circulation of books is reported to be available at the local library by a total of 83% of the adults, with 59% saying they have used it while 24% say they have not. The remaining 17% of the sample either felt the service was not available or were unsure of availability. The responses to each service listed here can be interpreted in this manner.

This table illustrates the various proportions of the non-students who have used each of these listed services at some time. The more frequently used services include circulation of books (59%), reference (41%), bibliographies (31%) and magazine back issues (25%) -- all being used by one-quarter to over one-half of the adult non-students. Least frequently used services include picture collections, music scores, public typewriters, lists of public speakers, tape and film projector loans, and services for the blind -- all mentioned as used by less than one-in-twenty.

TABLE III - 1

ADULT NON-STUDENT PERCEPTION OF THE LOCAL AVAILABILITY OF RELATIVELY COMMON LIBRARY SERVICES, AND REPORTED USAGE

	--------REPORTED AVAILABILITY -------		
	HAVE USED (%)	HAVE NOT USED (%)	TOTAL AVAILABILITY (%)
Lending books and other publications	59	24	83
Reference section to look up particular facts	41	29	70
Lists of materials on a topic and bibliographies	31	31	62
Back issues of magazines for reference ...	25	32	57
Photocopying machines for public use	21	22	43
Obtaining materials for you from other libraries	18	26	44
Bookmobiles that carry a selection of materials	16	37	53
Story hours for children	15	33	48
Phonograph records that can be borrowed ..	11	32	43
Newspapers from out of state	10	28	38
Films, filmstrips and slides that can be borrowed	7	38	45
Meeting rooms for groups	6	26	32
Special programs or lectures on fine arts or current events	6	23	29
Microreproductions for reference	5	20	25
Picture collections for in-home lending ..	4	24	28
Music scores	3	22	25

(CONTINUED NEXT PAGE)

TABLE III - 1 (continued)

	REPORTED AVAILABILITY		
	HAVE USED (%)	HAVE NOT USED (%)	TOTAL AVAILABILITY (%)
Typewriters for public use	3	17	20
Lists of public speakers	3	21	24
Tape recordings, cassettes or tape cartidges	2	25	27
Filmprojectors for loaning	2	18	20
Books in Braille and talking books	1	30	31

In comparison with data from college and secondary school students, adult non-students are much less likely to have used almost all the services listed -- the exceptions being primarily those services related to childrens' entertainment. The gap between non-student and student usage is sharpest in the more technical and reference/research-oriented services such as microreproductions, films and film projectors, typewriters and tape loans.

One reason for this phenomenon may be related to education, as well as familiarity with and need for reference and research in a library. Another is age, which may reflect the familiarity of the individual with non-print media playback devices, such as tape recorders or film projectors. With less familiarity, older adults may not feel that they are competent in the operation of such equipment, and are hence less likely to use the services.

Earlier in this volume a tendency was noted for greater library usage among the young to middle-aged, and among those with more extensive formal education. This tendency is true among users of individual library services, so that the older or less educated users tend to use fewer services.

The table also reveals a wide gap between what is presumably available in fact and what is perceived as available, especially among non-students. While data on the actual availability of such services is incomplete, we do know, for example, that virtually all public libraries circulate books, have reference collections available, and can participate in some form of inter-library loaning. These gaps in perceived availability point up the relative lack of knowledge of library services, of which we shall see more evidence in the following section on attitudes.

In addition to the relatively common services listed in the preceding table, some slightly unconventional services were tested. These services are available only in a few areas of the state, if at all, and few people reported usage. In addition to these questions on availability and usage, however, all these adults were asked whether or not they believed this service would be useful to them if it were available. Table III - 2 shows these responses to the new types of services.

TABLE III - 2

POTENTIAL USEFULNESS OF SELECTED NEW TYPES OF PUBLIC LIBRARY SERVICES

	ADULT NON-STUDENTS (%)
Catalogues of library materials of general interest put in a number of public places besides libraries or mailed to individuals so that it would not be necessary to go down to the library if you wanted to see if they had a particular book	52
A reference service using cable television so that you could call the library and they could show you a page, map, or whatever you asked about on your television screen	50
Mail order services so that you could order materials from a library catalogue and return them by mail, postage free	50
Television rooms in libraries for regular programming and with closed-circuit TV which could show special educational programs or movies	49
Libraries using a channel of a cable TV system to talk about new books and services they offer	46
Lending a variety of materials for study, such as games, science demonstrations, small animals, sculpture, or antiques	43
Videotape facilities	33
Toys and games for circulation	31
A wire service printer, like in a newspaper, television, or radio station that would be available to the public so that you would get news as fast as possible	29
Having a tickertape for instant stock market information in the library and available to the public	16

A majority of those adults questioned felt that three of the new services could be of use to them -- catalogues of library materials put in public places or mailed to individuals, the home reference services using cable TV, mail order service for library materials, and television viewing rooms. It is interesting to note that the usage of all three of these new services would not involve coming to the library, while most of the remainder of the new services presented here would presumably involve a visit.

Television rooms in libraries were potentially useful for just under half of these surveyed, as was the case with special television programs to explain library services. Other services with somewhat less potential usefulness included: lending typically non-library articles (43%), videotape facilities (33%), a wire service printer (29%), and toys and games for circulation (31%). Of the services suggested here, the stock market tickertape in the library was seen as useful by the lowest proportion (16%). In order to put the figures in better perspective, Table III - 3 presents all the categories listed in both preceding tables into a single table, ranked in terms of the proportions of non-student Coloradans who felt the service might be useful to them.

In terms of potential usefulness, the gaps previously noted (with higher usage of service among students, the young and those with more extensive education) become narrowed. Non-students and non-users of libraries feel that a number of the services presented would be potentially useful to them.

Some care should be used in the interpretations of these responses, particularly in light of the considerably lower reported usage rates for the common services in Table III - 1. Predicting whether a service would be useful, or whether the individual would actually use the service is, at best, a difficult task for respondents. However, it is difficult to avoid the impression that these selected services sparked interest among adults whether they currently use public library services or not.

When the barriers of salience and lack of familiarity with services are lifted, there are a number of library services, existing and proposed, which interested these adults. The value of any such service to the people of the state must depend upon not only the interest in the service, but also the salience of the public library and the people's knowledge of the services offered.

TABLE III - 3

POTENTIAL USEFULNESS TO ADULT NON-STUDENTS
OF SELECTED LIBRARY SERVICES, IF AVAILABLE LOCALLY

	ADULT NON-STUDENTS (%)
Lending books and other publications	85
A reference section to look up particular facts	84
A list of materials on a topic and bibliographies	69
Photocopying machines for public use	67
Obtaining materials for you from other libraries	64
Back issues of magazines for reference	62
Bookmobiles that carry a selection of materials	56
Films, filmstrips and slides that can be borrowed	55
Phonographic records that can be borrowed	52
Catalogues of library materials in public places	52
Reference section using cable TV	50
Mail order services	50
Tape recordings, cassettes or cartridges	49
Newspapers from out of state	49
TV rooms in libraries	49
Story hours for children	49
Channel of cable TV to tell about library services	46
Film projectors for loan	45
Lending a variety of materials for study	43
Lists of public speakers	43
Special programs or lectures	41
Microreproductions	40
Meeting rooms for groups	40
Typewriters for public use	39
Picture collections for in-home lending	38
Videotape facilities	33
Toys and games for circulation	31
Music scores	30
Wire service printer	29
Books in Braille and talking books	25
Tickertape	16

IV ATTITUDES TOWARD LIBRARIES AND THEIR PURPOSES

Along with questions pertaining to usage and evaluations of local public library service, adult non-students were asked a series of attitudinal questions concerning libraries in general, the purposes that libraries should or do fulfill, and also some particular issues involving libraries.

A. Attitudes Toward Libraries in General

Table IV - 1 and IV - 2 present the responses of the non-students in terms of agreement or disagreement with particular statements about libraries. The first of the table shows the responses to four positive statements about libraries.

Almost all these adults would agree with the first statement concerning the potential for "self-improvement" offered by a library, providing the individual knew how to go about it. Agreement with the second statement in the table -- that most people fail to take advantage of library services -- was almost equal. Positive statements about the people who provide service, as well as the library service to children and students, also find strong agreement. Taken together, the responses to these statements indicate a relatively strong, basically positive attitude toward what libraries are or could be for the people of the state.

It should be noted that the overwhelming agreement with the first two statements is not due to respondents being exposed to the vast array of present and potential services discussed in the previous section. In the questionnaire sequence, these attitudinal questions were asked prior to the questions on specific services. The responses to these statements serve as additional emphasis to the point made in previous sections. Many people consider the services of a library useful, but seldom think of them or simply do not know what is available.

The responses shown in Table IV - 2 are to the negative statements, which were intermingled with these positive statements in the questioning order. Again, attitudes revealed here are basically positive, as expressed in terms of disagreement. There do appear to be negative feelings, however, some held by a sizable proportion of adults.

Almost a fifth of the adults questioned agree with the statement about libraries being primarily concerned with their collections, rather than their service to individuals. Although a majority disagree with this statement, most express a measured disagreement.

TABLE IV - 1

ADULT NON-STUDENTS GENERAL ATTITUDES TOWARD LIBRARIES:
POSITIVE PROJECTED STATEMENTS

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
If a person knew how to use the library, he could definitely improve himself .....%	57	39	1	1	2	100
Most people don't take advantage of all the services that libraries could provide for them .....%	47	44	3	1	5	100
People who work in libraries are usually very willing to help you .....%	31	62	3	*	4	100
Libraries usually do a good job of supplying materials for children and students .....%	30	63	2	*	5	100

*LESS THAN .5%

The feeling that libraries are somewhat more geared to particular types of people, rather than the public in general, is agreed to by one out of six adults, and also constitutes a criticism. Slightly fewer feel that the selection of materials is surpassed by commercial outlets or that there is little at a library for the average person.

About one in ten agree that libraries are old-fashioned and that they somehow feel ill at ease in a library. In this case, feelings may be related to the previous impressions that libraries are less concerned about people, or to the individual if he perceives himself as not being one of the "particular types" to which libraries cater.

TABLE IV - 2

ADULT NON-STUDENTS GENERAL ATTITUDES TOWARD LIBRARIES:
NEGATIVE PROJECTED STATEMENTS

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
Libraries are usually more concerned about books than about people .....%	3	18	48	16	15	100
Libraries seem to cater to a few particular types of people .....%	2	14	49	26	9	100
You can usually get a better selection of books at a book store rather than a library .....%	3	10	43	33	11	100
Libraries don't have much of interest for the average person ...%	3	11	39	39	8	100
Libraries are too old-fashioned and formal .....%	1	8	50	32	9	100
Being in a library makes me uncomfortable .....%	1	8	40	46	5	100

These responses would indicate a certain ambivalence toward libraries on the part of a number of adults to the extent that they feel opportunities are available but lack the knowledge to take advantage of them. Furthermore, although they feel the staff would be helpful, they feel something less than welcome -- the primary concern of staff being the formal maintenance of the collection. In extreme cases, they feel uncomfortable in the library and may decide that there is really nothing to interest them that they can't find in a bookstore. Such attitudes are an effective psychological barrier to library usage, even if the libraries' lack of salience were overcome. Specific knowledge of services and procedures, as well as feeling confident of staff cooperation and interest, appear to be necessary.

While the questions were framed along the lines of libraries in general, respondent replies would have been in terms of the libraries which they had used and previously discussed, primarily public libraries.

B. Purposes of Libraries

Unlike the preceding attitudinal questions, questions on library purposes came after the series on specific services, and these could have served to stimulate the respondents in their interpretations of the purposes of the library. The preliminary question of purpose was asked in discussion form, to give the individual a maximum of freedom to express his feelings.

Most frequently volunteered by these adults was the collection aspect, with non-students seeing libraries as basically a public collection of materials. To a slightly lesser degree, comments centered around the concept of the library as a sort of informational warehouse, implying that it should be in some way complete and able to provide whatever the individual needed, particularly in terms of reference. The library as a source of recreation, self-education, or as being an active force in the service of social problems were each volunteered by fewer adults.

These comments, due to the discussion format of the question, reflect the unaided responses of the sample. Following this question, these adults were asked for their reactions to the stated purposes of one public library in the state, and their reactions appear in Table IV - 3. The form of these selected purposes is, of course, highly positive, such that agreement is encouraged by the format itself. However, agreement with these concepts -- many of which were approximately by individuals in volunteered comments -- is extremely high.

Strongest agreement was expressed with purpose of helping people find answers to questions, which is congruent with the purpose of the library as being an information warehouse, a place for research of all types, and even simply a collection (if people know how to use it). With almost equal consensus were the purposes of providing the opportunity for continuous self-education, serving a recreational function, reaching out into the community and intellectual stimulation. The last two purposes -- libraries serving to provide training materials for individuals and improving the basis for public and private decisions -- appear slightly more controversial, although still receiving majority agreement.

It is apparent that people expect a great deal from libraries -- from reference to recreation -- beyond the existence as a simple collection to which they have access.

TABLE IV - 3

ADULT NON-STUDENT AGREEMENT WITH PROJECTED LIBRARY PURPOSES

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
Help people find answers to questions ..%	53	41	4	*	2	100
Provide opportunities for continuous, life-long, self-educational and personal development .....%	49	44	4	*	3	100
Contribute to the pleasure and general well-being of the people ..... %	46	49	3	1	1	100
Open new avenues of intellectual experience and stimulate creative thinking .....%	45	45	5	1	4	100
Help people now largely isolated and excluded by their lack in education and training ...%	45	43	7	1	4	100
Provide information for retraining individuals .....%	31	53	10	1	5	100
Improve the basis for public and private decisions .....%	30	51	10	2	7	100

* LESS THAN .5%

C. Particular Library Issues

To sample adult opinions with regard to two particular ideas concerning library service, two direct questions were used. The results of these questions appear in Tables IV - 4 and IV - 5.

First, respondents were asked how they felt about the combination of public libraries and public school libraries in communities where only limited public library service was available -- presumably in more remote, small communities. Responses were mainly positive by a margin of over three-to-one. Just under three-fourths of those questioned agreed with the basic idea, while one-fifth were in disagreement.

Those opposing such combinations did so for a number of varied reasons. Among adults, some feared the destruction of materials or scarcity of books due primarily to student loans. Others felt that the idea was questionable since it would presumably place the local library under school board jurisdiction, which they felt might be detrimental.

Since these data are on a statewide basis, they reflect the opinions of a great many people who would not be directly involved. Agreement predominates in regions where such moves might be considered, but by smaller margins. There is evidently more to the issue than a simple combination of resources and facilities. Although it would probably cause no particular controversy in areas not affected, closer examination of the particular issues in local communities where the change is considered would be in order.

The other question centered around the question of user fees, to which the general reaction was unfavorable, by a margin of over four-to-one. The idea of charging for services meets with strong disapproval, particularly among students, as might be anticipated. Non-students who generally use libraries infrequently are less opposed, but still the basic reaction is unfavorable.

While user fees in the abstract are felt undesirable, results are still somewhat inconclusive. Opposition may stem from demographic ideals of equal access being limited by income, or from a personal opposition to incurring charges. Magnitude of fees and specified services for which fees might be charged -- involving only a few users and expensive materials -- might not have met such opposition as the general concept.

TABLE IV - 4

OPINIONS ON IDEA OF COMBINING PUBLIC SCHOOL LIBRARY AND PUBLIC LIBRARY

In some areas of Colorado, which are served by only one small public library, the public library could be combined with the public school library so that all materials would be available to both students and adults in the community. Do you feel that this would be a good idea or not?

	SECONDARY SCHOOL STUDENT (%)	COLLEGE STUDENT (%)	ADULT NON-STUDENT (%)
FAVOR (good idea)	83	80	73
OPPOSE (not good idea)	13	17	21
NO OPINION	4	3	6
	100	100	100

TABLE IV - 5

OPINIONS OF USER FEES FOR PUBLIC LIBRARIES

At present, almost all library funds come from federal, state and local governments - that is, from taxes. Library services are provided to the public free of charge.

In your opinion, should libraries continue to provide their services without charge and be supported by taxes or should they charge small fees to the people who use library services and require less tax money?

	SECONDARY SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)	ADULT NON-STUDENTS (%)
SHOULD CONTINUE FREE	81	89	77
SHOULD CHARGE USERS	12	9	17
NO OPINION	7	2	6
	100	100	100

D. The Images of Public Libraries

Drawing from the preceding attitudinal data -- as well as reactions to proposed services and evaluations of local services and usage -- it is possible to present some hypotheses regarding the overall image of public libraries among adult non-students. Although some questions were not framed for public libraries in particular, due to the context of the questions and to reported library experiences, the majority of the impressions relate to the current status of public libraries. Secondary school libraries, as well as college or special libraries, may help in formulating attitudes toward the general concept, depending on individual exposure. However, justly or unjustly, the public library is the general case for libraries as a whole, since they are something of a common denominator in terms of access.

Attitudes toward libraries in the ideal are basically positive. Just as we would all, ideally, seek to better ourselves through self-education, obtaining necessary facts, intellectual stimulation, or even simply enjoyment, the service which ideally provides access to these improvements must be well regarded.

Libraries are seen primarily as dealing in fact, and as a place to "look up" or obtain facts. Thus, libraries serve a particular purpose for students or adults in providing a collection of factual information which no private citizen could duplicate. Libraries are also seen as dealing in books as their primary media. For adults who are no longer enrolled in schools and who may also be becoming less and less oriented to print media as they lose school habits, the library may appear to have little to offer them. When the "necessity" of formal reference work is through (at the end of formal education) the library becomes non-salient if this reference function was the primary concept.

In only a secondary manner is the library seen as a place for recreation or stimulation. Even among those who appreciate this aspect of library services, the library can become forgotten among the vast array of other entertainment which can be used by individuals.

Although virtually everyone sees the positive aspects of the library functions, there exists some barriers to taking advantage of them. Since most library services are seen as necessitating a visit to the site of a collection, this necessity is the primary barrier -- not so much in terms of the distance problem as in terms of the phychological one. There are numerous trips necessitated by everyday life -- to the food store, church, work, school or shopping facilities. Most people, with the exception of the extremely isolated or handicapped, make the "necessary" ones that fall into these habit patterns.

A sizable proportion of people, however, have had library usage drop from their behavior. This is not generally explicable in terms of distance or time, but rather in terms of salience. These people rarely think of libraries, and although these facilities may be potentially useful, they simply do not come to mind.

Among some adults there exists an image of libraries as being generally unconcerned with people, since their primary focus is the maintenance of the collection. Such people, if they did think of using the library, might decide against it on the basis of not wanting to bother the staff or not feeling welcome. In extreme cases the individual is so alienated from the library that he feels positively unwelcome, or may believe that the library exists for others than himself.

People feel inadequate in terms of their knowledge of libraries -- what is contained and how to go about getting what they need. The emphasis on the formal procedures necessary for the organization of materials appears to serve as a deterrent to the individual who is unfamiliar with such procedures. Under such conditions, the lack of salience for the library is understandable.

There are a sizable number of Coloradans who use the public library with regularity and for whom little of the negative feelings or ambivalence applies. The library serves a portion of their informational needs as well as recreational ones. However, lack of salience and ambiguity toward libraries does exist for a sizable proportion of people.

V AN ASSESSMENT OF THE INFORMATION NEEDS OF THE ADULT NON-STUDENTS OF COLORADO

This section outlines the results of the survey which deal with the types of information adult non-student Coloradans feel they would need or want. "Information" was defined to respondents as follows:

> We need to explain a little more about the term "Information." "Information" includes all the facts or ideas that you need at different times for your work, your hobbies, your home life, your entertainment, or any other part of your life. We want to include in the term "information" not just facts you need but also things that are interesting or entertaining to you. For the purposes of this study "information" means all types of facts whether recorded on film, in books, in pictures, on phonographic records or tapes, or available by word of mouth from someone who may know.

This definition departs from and enlarges the common concept in two ways. People generally think of "information" as connoting some utilitarian value, and also as being in factual form. As such, information is "needed", and can be useful. The current definition enlarges the concept to include purely pleasurable "information", such as fiction, music, and things of an artistic or pleasurable nature.

Such an expansion of the definition was necessary in recognition of the fact that the same specific source, for example, a philosophy text, may be of utilitarian value to a student with a term paper to complete, or entertaining and stimulating to another person who may or may not derive some direct use from the concepts contained within.

Information, as used in this study, is not limited to print media, or even to visual media as in the common definition. Information could be derived from film, videotape, audio-recordings, graphics, or even word of mouth.

Thus, this concept of information includes all types of stimulation in visual or auditory form, provided the stimuli are wanted, either for some utilitarian value or for enjoyment. Under this definition, the individuals viewpoint decides what is information and what is not. A siren in the streets is not necessarily

information to someone sitting inside their home. They may know its meaning, but consider it an annoyance. To a driver on the street, however, it is information upon which he should take prescribed action.

Faced with the almost infinite number of possible types of information under this broader definition, certain types were then selected as being possibly relevant to libraries. Ultimately, seventy-three "types of information" were selected for the survey, including information on personal topics such as raising children or legal information, to entertaining information such as movies and best-sellers, to abstract topics of interest such as ecology or philosophy. In the selection of these topics, an attempt was made to cover the individual in many different aspects of his life -- business, home life, job -- but the impossibility of including each and every type of information becomes apparent. The types of information used here are only a representation of the myriad of types which a library could conceivably provide. Some are very specific while others are general. Within each topic numerous subdivisions could be made. These data cannot, in most cases, serve to suggest the stocking of a library in order to meet the public's needs for information. They do, however, give some relative perspective to the topics of interest, and perhaps more importantly, the extent to which a library could be expected to provide the type of information.

For purposes of testing, these adults were handed sets of cards with the types of information grouped under a common heading. The headings, in their order of presentation, were as follows:

* Personal/Family
* Business and Law
* How-To-Do-It
* Current Happenings
* Best-Selling Books
* Entertainment/Enjoyment
* Job-Related Information
* Your Local Community
* Education
* Foreign Languages
* Topics of General Interest

These were presented to respondents and the following question was asked:

> Q. Different people need or want different types of information. Would you please look at this card and tell me, for each category of information listed here, whether you will probably want or need information on these topics or not.

It should be noted that this question was the initial question of the survey. Furthermore, no mention of libraries had been made prior to this question, in an attempt to avoid having respondents think only in terms of libraries as sources of information.

When the respondent had indicated answers as to needing or wanting each listed type, he was further questioned on each type for which he responded positively. The secondary question, with its introduction, was:

> INTRODUCTION
>
> This study is being conducted by the libraries of Colorado to help them in their planning of future services to the people of the state. Some people regularly use libraries for a number of different kinds of information, and other people use other sources.
>
> Q. I'd like to go back over the categories in which you say you may need or want certain types of information. The first one is (READ FIRST). If you needed or wanted information of this type, do you think that you would use a library for any of this type of information or that you would probably get all the information you would need from some other source?

In this way the attempt was made to ascertain whether a library might be used for any information of the type mentioned as needed or wanted. Table V - 1 shows the results of these questions.

In the left hand column of the table appears the proportion who felt that this particular type of information might be needed or wanted. The second column indicates the proportion that not only need or want the particular type of information, but also feel that they might consult a library for at least part of the information they seek.

For example, the first type of information in the table (News and Current Events) was felt needed or wanted by 71%, with only 4% of the non-students saying they might use a library to satisfy some of their information needs of this type.

Table V - 1 is arranged to include all the sub-topics in rank order of the proportions expressing interest in each by major topic areas. Major topic areas are likewise rank-ordered by the average proportion expressing interest in the sub-topic areas.

TABLE V - 1

CATEGORIES OF INFORMATION NEEDED OR WANTED,
AND POTENTIAL LIBRARY USAGE

	NON-STUDENT ADULTS	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	NEED AND USE LIBRARY (%)
CURRENT HAPPENINGS:		
News and current events	71	4
Weather conditions and forecasts	60	4
Upcoming special TV programs	54	3
Available movies and plays	49	4
Lectures on current events and the arts	31	8
YOUR LOCAL COMMUNITY:		
Locating products/services in the area	50	14
Services of city/county/state	50	21
Local history	43	36
Names of local experts	36	14
BEST-SELLING BOOKS:		
Non-fiction	44	35
Fiction	41	30
BUSINESS AND LAW:		
Consumer information on products	54	28
Taxes	48	16
Personal legal information	44	12
Social Security	44	11
Investing money	43	9
Local ordinances	42	15
Stock market reports	16	5
ENTERTAINMENT/ENJOYMENT:		
Special TV programs	58	4
Music for enjoyment	55	12
Recent movies to watch	44	4
Non-fiction books	44	36
Fiction books	40	33
Entertainment for children	39	23
Movie classics to watch	36	8
Graphic arts	24	18
Music scores to play	18	7

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TABLE V - 1 (continued)

	NON-STUDENT ADULTS	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	NEED AND USE LIBRARY (%)
EDUCATION:		
Available schools and courses	43	15
General reference materials for study	35	30
Home study courses on a topic of interest	26	13
TOPICS OF GENERAL INTEREST:		
Education	42	30
Ecology	41	28
History	40	35
Philosophy	37	18
Religion	37	21
Psychology	36	29
Information and communication	33	24
The arts	31	25
Literature	30	27
Science	29	24
Mathematics	29	17
Social sciences	25	21
Technology and society	25	20
Agriculture	22	16
Languages	20	17
Technology	20	16
HOW-TO-DO-IT:		
Gardening	45	31
Crafts	40	28
Repairs around the house	40	22
Cooking	35	16
Automobile repairs	33	14
Games and sports	28	16
Photography	25	15
Basic construction/building skills	25	13
Furniture construction	24	13
Raising animals and pets	22	15
Driving an automobile	15	4

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TABLE V- 1 (continued)

	NON-STUDENT ADULT	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	NEED AND USE LIBRARY (%)
PERSONAL/FAMILY:		
Medical and health care	44	14
General self-improvement	43	25
Children's education and schools	37	19
Nutrition	34	20
Home money management	30	12
Raising children	24	13
Indoor games	17	10
Family counseling	14	5
Geneology	13	9
JOB RELATED INFORMATION:		
Available local training	31	9
Special jobs/careers	30	13
Employment procedures	28	10
Home training courses	20	9
FOREIGN LANGUAGES:		
Home study of a foreign language	16	12
Material in languages other than English	15	12
Translation service	10	6

As a major topic, average interest in "current happenings" was highest. Within this major topic, the sub-topic of news and current events was of interest to the highest proportion of adults (71%), followed by weather (60%), news on upcoming special TV programs (54%), movies and plays in town (49%), and current lectures (31%).

Potential usage of the library for information on these sub-topics was low, as indicated in the column to the right. While 71% expressed a need for information on news and current events, only 4 % would seek such information at a library. By dividing the 4% by the total 71%, we can say that only about 6% of those who needed the information would seek it at a library. For lectures on current events and the arts, by comparison, 31% would like such information and 8% would seek it at a library. Thus, again dividing the proportion who would use a library for the information by the total who would seek it, we see that about 26% of those that want information on this sub-topic would seek it at a library. This derived proportion (shown later in Table V - 3) -- of those who would seek information of the type at a library divided by the total proportion who would seek it -- it will be called the "tendency" to use a library for information on the topic.

Thus there are three factors in this analysis. The first is simply the proportion of adults to which the topic is of interest. The second is the proportion who would seek the information at a library. The third is a derived proportion which indicates the "tendency" to use a library in gaining the information, regardless of relative interest level.

The first factor, basic interest level among adults, is shown in rank order in Table V - 2, divided into relative interest groupings. The first groups includes mainly topics of interest to about half or more of the adults, and interest could be judged as relatively widespread. Into this category of highest relative interest fall such sub-topics as the news and weather, as well as non-print entertainment and entertainment information, consumer information, information on local services and the topics of taxes and gardening.

The next category, still of relatively high interest, contains more entertainment needs (including print entertainment) and a variety of legal, financial and health information for family welfare. Pet topics of wider interest (such as history, local history, ecology) and information for education and self-improvement also fall within the grouping. At the lower end come crafts and home repairs.

TABLE V - 2

RANK ORDERINGS OF PROPORTION
OF STUDENTS EXPRESSING INTEREST IN SUB-CATEGORIES

ADULT NON-STUDENTS		ADULT NON-STUDENTS	
EXPRESSING INTEREST (%)	SUB-CATEGORY	EXPRESSING INTEREST (%)	SUB-CATEGORY
HIGHEST RELATIVE INTEREST:		HIGHEST RELATIVE INTEREST:	
71	News & current events		
60	Weather conditions and forecasts	50	Locating products/ services in the area
58	Special TV programs	50	Services of the city/ county/state
55	Music for enjoyment	49	Available movies and plays
54	Upcoming special TV programs	48	Taxes
54	Consumer information on products	45	Gardening
HIGHER RELATIVE INTEREST:		HIGHER RELATIVE INTEREST:	
44	Best selling non-fiction	43	General self improvement
44	Recent movies to watch	42	Education
44	Non-fiction books	42	Local ordinances
44	Personal legal information	41	Best selling fiction
44	Social Security	41	Ecology
44	Medical & health care	40	Fiction books
43	Available schools and courses	40	History
43	Local history	40	Crafts
43	Investing money	40	Repairs around the house
MODERATE RELATIVE INTEREST:		MODERATE RELATIVE INTEREST:	
39	Entertainment for children	34	Nutrition
37	Philosophy	33	Information & communication
37	Religion	33	Automobile repairs
37	Childrens education and schools	31	Lectures on current events and the arts
36	Movie classics to watch	31	The Arts
36	Psychology	31	Available local training
36	Names of local experts	30	Literature
35	General reference materials for study	30	Special jobs/careers
35	Cooking	30	Home money management

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TABLE V - 2 (continued)

ADULT NON-STUDENTS		ADULT NON-STUDENTS	
EXPRESSING INTEREST (%)	SUB-CATEGORY	EXPRESSING INTEREST (%)	SUB-CATEGORY
LOWER RELATIVE INTEREST:		LOWER RELATIVE INTEREST:	
29	Mathematics	24	Graphic arts
28	Employment procedures	24	Furniture construction
28	Games & sports	24	Raising children
26	Home study courses	22	Agriculture
25	Social sciences	22	Raising animals & pets
25	Technology & society	20	Languages
25	Photography	20	Technology
25	Basic construction/ building skills	20	Home training courses
LOWEST RELATIVE INTEREST:		LOWEST RELATIVE INTEREST:	
18	Music scores to play	15	Materials in language other than English
17	Indoor games	14	Family counseling
16	Stock market reports	13	Geneology
16	Home study of a foreign language	10	Translation service
15	Driving an automobile		

In the middle grouping -- with interest ranging from three-tenths to two-fifths of the adult Coloradans -- come another variety of pet topics of interest (such as philosophy, religion, psychology, etc.) as well as topics of concern to the parents in the sample. In the category fall home-oriented information such as cooking, nutrition, home money management and automobile repairs, along with the less popular entertainment areas of movie classics and lectures. At the lower end of the category come employement-oriented information needs, which continue into the next grouping.

Appealing to fewer adults are topics such as mathematics, social sciences, technology, languages and how-to-do-it topics of photography, building, and furniture construction. Into the lowest interest grouping fall items which require particular skills in areas like foreign languages or music, or stock market reports.

Topics of potentially widespread interest, such as driving an automobile, family counseling or indoor games, also come into the category. Adults may feel currently adequate in these areas and fewer seek outside sources of information.

The second factor -- the potential usage of the library by adults for information on certain topics -- is not presented in rank ordering, but data is shown in the second column of Table V - 1. Highest on the list of topics for which a library is potentially useful are histories, fiction and non-fiction, reference materials and materials on education and gardening. Sizable proportions of adults also mention usage of a library for a variety of general interest topics -- ecology, psychology, communications, the arts, literature -- and general self-improvement. Other topics frequently mentioned as warranting the use of a library include consumer information, crafts and childrens' entertainment. These topics reflect what adults perceive as the major offerings of a library, and the topics imply a heavy emphasis on print media.

With the exception of the topics of consumer information and gardening, none of the topics listed as of "highest relative interest" are sought to a significant degree at a library. Within the "high relative interest" groupings, however, come a variety of topics which are library related, including histories, print entertainment, ecology, education and self-improvement.

Libraries are seen as containing not necessarily the topics of highest interest, but also not merely topics of low interest to the adults of the state. Given the actual usage information, the question exists as to why most people don't take advantage of the offerings at the library which are of interest to them. The problems of lack of salience and some feelings of inadequacy with regard to library usage may help explain the phenomenon.

Table V - 3 gives a similar rank ordering of sub-topics, this time based on the "tendency" to use a library for needed information on a topic. As noted, the highest tendency to use libraries is in terms of the most abstract topics and print-media entertainment. The "higher" and "moderate" relative tendency category includes a continuation of the abstract, and begins to include more concrete, limited how-to-do-it topics.

"Lower" and "lowest" relative tendency to use a library exist for many "problem-solving" kinds of information needs -- such as automobile repairs, taxes, home money management, medical health care, local ordinances, legal information and investing money. If one is seeking information on current happenings or entertainment the library is not felt to be the place.

Due to the types of information seen as being offered at a library, the higher usage among particular segments of the population is to be expected. The college-educated, with higher interest in abstract topics and also with a greater orientation to print media may see the library as able to serve their particular interests. With greater experience in library usage, those adults may also see themselves able to find what they need.

Those adults with more limited educational backgrounds, with less orientation to print-media and fewer library skills, may see the library as containing little of interest to them. They may be less interested in the abstract topics which the library is thought to contain, and more interested in non-print entertainment.

TABLE V - 3

RANK ORDERINGS OF SUB-CATEGORIES BY TENDENCY TO USE LIBRARY FOR PART OF INFORMATION NEEDS (PROPORTIONS OF THOSE WHO EXPRESS INTEREST WHO WOULD SEEK INFORMATION AT A LIBRARY)

ADULT NON-STUDENTS		ADULT NON-STUDENTS	
TENDENCY TO USE LIBRARY (%)	SUB-CATEGORY	TENDENCY TO USE LIBRARY (%)	SUB-CATEGORY
HIGHEST RELATIVE TENDENCY:		HIGHEST RELATIVE TENDENCY:	
90	Literature	82	Non-fiction books
88	History	81	The arts
86	General reference for study	81	Psychology
85	Languages	80	Material in language other than English
84	Social sciences	80	Technology & society
84	Local history	80	Technology
83	Science	80	Best selling non-fiction
83	Fiction books		
HIGHER RELATIVE TENDENCY:		HIGHER RELATIVE TENDENCY:	
76	Best selling fiction	70	Crafts
75	Graphic arts	69	Gardening
75	Home study of a foreign language	69	Geneology
73	Agriculture	68	Raising animals & pets
73	Information & communication	68	Ecology
71	Education	60	Photography
		60	Translation service
MODERATE RELATIVE TENDENCY:		MODERATE RELATIVE TENDENCY:	
59	Indoor games	54	Raising children
59	Nutrition	54	Furniture construction
59	Mathematics	52	Consumer information on products
59	Entertianment for children	52	Basic construction/ building skills
58	General self improvement	51	Childrens eduction and schools
57	Games & sports	50	Home study courses on a topic of interest
57	Religion	49	Philosophy
55	Repairs around the house		

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TABLE V - 3 (continued)

ADULT NON-STUDENTS		ADULT NON-STUDENTS	
TENDENCY TO USE LIBRARY (%)	SUB-CATEGORY	TENDENCY TO USE LIBRARY (%)	SUB-CATEGORY
LOWER RELATIVE TENDENCY:		LOWER RELATIVE TENDENCY:	
46	Cooking	36	Family counseling
45	Home training courses	36	Local ordinances
43	Special jobs/careers	36	Employment procedures
42	Services of city/ state/county	35	Available schools and courses
42	Automobile repairs	33	Taxes
40	Home money management	32	Medical & health care
39	Names of local experts	31	Stock market reports
39	Music scores to play		
LOWEST RELATIVE TENDENCY:		LOWEST RELATIVE TENDENCY:	
29	Available local training	21	Investing money
28	Locating products & services in the area	20	News & current events
27	Personal legal information	09	Recent movies to watch
27	Driving an automobile	08	Available movies, plays concerts
26	Lectures on current events and the arts	07	Weather conditions and forecasts
25	Social Security	06	Upcoming special TV programs
22	Movie classics to watch		
22	Movies for enjoyment	01	Special TV programs

Table V - 4 shows the non-student adults responses to the questions on media activity. Radio, television and the newspaper are daily habits for many adult Coloradans. Listening to recordings, while mentioned by a majority of students, is less frequently reported by adult non-students. Much lower proportions of non-students report reading periodicals or books.

One additional question pertained to languages other than English in which these adults felt they would enjoy reading. In Table V - 5, Spanish is mentioned by slightly more than one in twenty Coloradans.

TABLE V - 4

NON-STUDENT ADULTS FREQUENCY OF SELECTED MEDIA ACTIVITY

HOW OFTEN DO YOU:	EVERY DAY (%)	ALMOST EVERYDAY (%)	EVERY OTHER DAY (%)	ONCE OR TWICE A WEEK (%)	LESS THAN WEEKLY (%)	TOTAL (%)
Listen to radio?	76	7	4	5	8	100
Watch television?	72	9	5	10	4	100
Read a newspaper?	71	7	4	12	6	100
Listen to a recording?	38	7	9	20	26	100
Read a magazine or periodical?	19	10	13	32	26	100
Read a book?	17	6	6	17	54	100

TABLE V - 5

LANGUAGES OTHER THAN ENGLISH IN WHICH ADULT NON-STUDENTS WOULD ENJOY READING

	ADULT NON-STUDENTS (%)
Spanish	6
French	1
German	1
Russian	*
Italian	*
Other European	*
All other	*
None, other than English	91
	100

* LESS THAN .5%

In summary, the libraries of the state serve to fulfill the information needs of a broad but distinct segment of the adult non-students of the state -- primarily those with some college background and those with a higher orientation to print-media. At least part of this is due to the emphasis on printed materials which the library is seen as offering, and part is due to the adults' perceptions of the collections -- particularly as being abstract and orientated to general reading and learning rather than concrete problem solving and current events.